

Better Homes and Centers



Michigan Department of
Social Services

Business Aspects
of Child Care

Issue 32

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THE MICHIGAN CHILD CARE FUTURES PROJECT: BUILDING THE SUPPLY OF QUALITY CHILD CARE IN MICHIGAN

*Margaret Crawley
Program Specialist
Michigan 4C Association*

The Michigan 4C Association provides child care information and referral services for parents in Michigan through a network of 14 local/regional community coordinated child care (4C) agencies.

One of the most important aspects of providing effective information and referral services is the development and maintenance of a supply of quality child care options from which parents can choose. The availability and the quality of child care options effects the children in care, the parents, employers and the community.

In 1990, the Michigan 4C Association received a grant from the Ford Foundation to develop the Michigan Child Care Futures Project, a public/private partnership, to improve the supply of quality child care in Michigan. The concept of a public/private partnership recognizes that no single agency or sector can carry the burden alone and that the provision of child care services for working parents becomes a shared community responsibility. During the past year, the Michigan Department of Social Services, the Skillman Foundation and the W.K. Kellogg Foundation became investors in the Michigan Child Care Futures Project enabling the Michigan 4C Association to develop child care supply building services through each of the fourteen local/regional 4C agencies. Several major employers are investors at a local level contributing to the Michigan Child Care Futures Project in their own communities. Mervyn's/Dayton Hudson

DIRECTOR'S CORNER

This is the tenth anniversary of Better Homes and Centers. We are very proud of this publication for a number of reasons. It gives us an opportunity to communicate child day care issues and concerns in a positive and constructive manner to over 17,000 child day care providers. Secondly, it gives us an opportunity to have individuals experienced in the field of child day care to be guest writers and to share child care principles with literally thousands of providers of care. I have heard from many of you how you read and appreciate this newsletter; that you have found it to be useful; and that some of you even share articles with your parents.

This issue will focus on the business aspects of doing child care. Ten years ago, issues two and three were dedicated to the same topic. While some things have changed, many business practices remain the same. Therefore, in addition to the new articles, the editorial staff has decided to also reprint portions of these two issues.

I hope you have enjoyed receiving this publication. Allowing us to share good news and practices of child day care through this medium has been a very rewarding experience for the Division. I also trust that you will find this issue to be of particular help as you manage the business of day care.

Ted deWolf, Director
Div. of Child Day Care Licensing

Foundation has also made a major contribution to improve the quality of child care in Michigan by providing training and helping with accreditation for family child care providers through the Family to Family project.

Child care supply building services under the Michigan Child Care Futures Project include: targeted recruitment, training and support services.

Targeted Recruitment

Effective child care supply building is based on good information about the child care community. The local/regional 4C agencies record information on providers and on parent needs. The agencies are, therefore, able to identify both the child care resources and the child care needs in a community. Under the Michigan Child Care Futures Project, the agencies target recruitment to meet these community needs. If the needs assessment indicates a lack of child care resources, recruitment efforts are aimed at attracting new providers to the field. If the needs assessment indicates insufficient providers to care for infants, for the children with special needs or for children from low income families, recruitment efforts encourage existing providers to care for these children. Targeted recruitment is an on going process as there is always natural attrition among child care providers and parent/community needs change over time. In some areas there are sufficient numbers of child care providers but still a need to improve quality to increase options available to parents.

Training Services

Training to improve quality is an important component of child care supply building. Under the Michigan Child Care Futures Project, each of the local 4C agencies will offer a range of training options.

- **Basic/Comprehensive** training for child care center staff and family child care providers covers health and safety issues for child care settings, nutrition, child development, positive guidance and discipline, working with families and the professional growth of providers. This training is offered in series of at least 15 hours at times and in places that are convenient for providers.

- **Advanced training** for child care center staff and family child care providers covers specialized topics and is designed to help child care providers meet some of the training requirements for the Child Development Associate Credential (CDA) and/or become accredited by the National Association for Family Day Care.
- **Training for Administrators** covers topics such as staff selection and development, policy development identifying local needs, legal issues, facilities management, financial management and the recruitment of families.

All classes are free and providers who complete training receive resource handbooks, certificates of completion and continuing education units from Michigan State University. Classes are coordinated with state and local conferences, with community college classes and other community training efforts where this is appropriate. The training of child care providers is effective when it changes and improves the kind of care that children receive. The Michigan Child Care Futures training therefore places emphasis on helping providers apply classroom learning to their particular child care settings.

Support Services

The Michigan Child Care Futures Project also recognizes that the quality of care that children receive is enhanced by support services to both parents and providers. Parents are enabled to become informed consumers of child care and to understand the important role that parents play in working with providers to ensure quality care for children. Providers are supported in their professional growth through ongoing training opportunities and through access to further education that can lead to degrees, credentialing or accreditation. Both parents and providers are given information about available financial assistance that may help with the cost of child care.

For more information on the child care training to be offered in your area under the Michigan Child Care Futures, call your local 4C agency. (or call Michigan 4C Association at 1-800-950-4171 and ask for the number of your local/regional 4C agency)

Editorial Staff

Judy Gaspar	Licensing Consultant
Tina Marks	Licensing Consultant
Sandra Settergren	Licensing Consultant
Lynn Smith	Licensing Consultant
Carole Grates	Licensing Supervisor
Judy Levine	Licensing Supervisor
Sheila Linderman	Illustrator

MARKETING THE BUSINESS OF CARING

Mary E. Wehking
Owner, Children's Play Space
Washtenaw County

If you work in child care you wear many hats to insure a smooth functioning day—from plumber to comforter to teacher to cook. The importance of these roles is clearly understood and they are carried out with relative ease but one area many providers feel uncomfortable with is that of marketing. Although marketing sometimes brings up images of crass commercials and "hard sell" sales pitches, it is actually everything you do to make your service(s) visible and attractive to potential customers.

In the business of day care, child care is the product and parents are the consumers. The way consumers perceive your product depends on how you package it. That perception can be positive or negative, accurate or inaccurate. Think, for a moment, of the programs in your neighborhood. What is your opinion of what they do for families and children? How did you get your information? Which programs have the reputation of being "good"? Why? What do they do that you might be able to adapt to your program?

Child care providers often assume that the public values good programs for children. The reality of political commitment and the funding levels for children's services should alert us to the inaccuracy of our assumption. The public has difficulty choosing, supporting, or paying for programs that they have stereotyped perceptions about. It is important to understand some of these attitudes: "Day care weakens the family." "Only poor people use day care." "Family day care homes are better than day care centers or vice versa." "Of course the pay is low, they are only babysitting." Marketing can be a tool to educate the public about the needs of children.

How is marketing done?

Some suggestions, based on my own experience as a child care center director, are listed as follows. How many are you already doing?

1. Make a commitment to quality child care. It is easier to "sell" something you believe in.
2. Become visible in the community, join committees, work for children's issues. Make it clear that you, your ideas and your program are proud to be open to public scrutiny.
3. Develop good telephone skills. This is often the first contact the public has with you.
4. Make your program accessible to visitors. Treat them with courtesy.
5. Deliver on promises made to children, parents, staff and the community.
6. Be willing to invest a little money in presenting a professional image; have a simple business card printed, dress neatly, speak clearly.
7. Design a brochure or information sheet that tells prospective customers about your service.
8. Develop a recognizable symbol for your program. You want people to think of children, quality child care, professionalism, caring, and competency every time they see that symbol (logo).
9. Use your logo on everything you use to promote your program such as flyers, posters, brochures, booklets, letterhead, newsletters.
10. Develop contacts with the local news media. Keep them informed of your activities and accomplishments. Be a resource to them. Learn to write press releases and public service announcements.
11. Take pictures of the children in your program. (*Be sure to get written parental permission to take and use the pictures.*) Put up displays in public buildings and stores, etc.
12. Use every fund-raiser, open house, or other program event to provide free literature to the public about children's issues and about your program.
13. Participate in your professional organizations. They are a support system for you, a network of current information and resources, and help you demonstrate a professional image to the public.

Marketing does not have to be expensive. Using all the free community resources and information systems is one way to keep the cost of promoting your program down.

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THE PARENT HANDBOOK AS AN EFFECTIVE MARKETING TOOL

*Cathy Albro, Executive Director
The Creative Learning Center
Kent County*

Unless you're one of the few child care providers who doesn't need to market available spaces, you're most likely interested in cost effective means to inform parents of your program. The parent handbook is just the tool.

Your parent handbook is a reflection of your program. It can be used to entice prospective clients to visit or get them to return after they've visited. Since your handbook is a reflection (and part of a first impression) of your program, it's very important that considerable attention be given to its contents and appearance.

What should be included in a parent handbook?

Mandatory Requirements

The Department of Social Services mandates that parents be given certain written information prior to enrollment. Although these are not required to be part of a handbook, this is the most convenient place for them. Center licensing requires that parents be given written policies regarding discipline, nutrition, admission, withdrawal, schedule of operations, and fees. Family and Group home licensing requires that parents be given a written discipline policy as well as a copy of the DSS rule book.

What Else Will Sell Your Program?

Every program is different and, therefore, has different qualities to highlight. For our centers, we go into detail about our varied and integrated curriculum, staff qualifications, ratios, the importance of shared control, giving children choices and following their interests, a description of the facilities and room arrangement, accreditation, parent-center communication, nutritional standards, and field trips. We even give examples of developmentally appropriate activities they may see (and a rationale), so that parents don't expect us to be flashing alphabet cards in front of their three years old. Of course, parents need to be able to see these things happening when they visit your program or you'll instantly lose credibility and, most likely, the family.

We have a separate handbook for parents of infants and young toddlers because of the differences in programming.

Answer Most Frequently Asked Questions

Other topics that we've found helpful to include in our handbook are answers to questions that parents frequently ask and areas in which we want to provide awareness. Some of these topics include the annual calendar, check in and check out procedures, child management (another term for discipline), diapers/toileting, self-help, what to wear, personal belongings, rest, health and illness policy, medication, hearing and vision screening, center closure, tornados, fire evacuation drills, birthdays and other celebrations, and parent workshops. It is a feather in your cap if you can answer parents questions before they even know what to ask. They'll feel more confident that you know what you're doing because you've taken the time to think it through.

Writing a successful handbook may take many years of experience and revisions. We always keep notes in a file for the next revised copy we make (usually annually).

After you're confident of your parent handbook contents, the layout and appearance needs to be planned. Have you ever picked up a piece of written information and it looked so "tacky" that you didn't bother to read it? If you want a professional image to come across, your written materials need to reflect it. It's probably better to have no handbook than one that would leave a less than positive impression.

It's worth a few extra dollars to invest in a professional's service for editing, typesetting and layout design. Perhaps a parent in the field would donate or trade services. For a small additional expense, a colored paper and/or ink could be used for the cover. If you have extra room, include photographs, reduced children's artwork and other graphics to add interest.



FREE COMPUTER SOFTWARE

*Robert Swanson
Immunization Section
Disease Control Division
Michigan Dept. of Public Health
Kent County*

The School Immunization Recordkeeping System (S.I.R.S.) is a computer program available to school and child care center staff that is provided free of charge by the Immunization Section of the Michigan Department of Public Health. It is intended to be an alternative to the present manual system of transcribing, saving, reporting, and assessing children's immunization records. The SIRS program will print out an IP-101 report in a format acceptable to the Michigan Department of Public Health. Therefore, a center would no longer need to fill out the long, cumbersome IP-101 form that is currently being used.

The SIRS program is completely menu driven and "user friendly". The program was developed with four goals in mind:

1. Provide easier immunization reporting by child care centers.
2. Produce more accurate immunization reports.
3. Produce individual letters to parents.
4. Provide an automated assessment of immunization records.

SIRS Version 5.0 is designed for use on a computer which is IBM compatible and has a minimum of 384K RAM memory. The system can be used on a dual floppy or hard disk drive computer. The system is a compiled program written in Fox base, but does not require fox base to operate. All reports are formatted for 8 1/2" x 11" paper so that it does not require a wide carriage printer.

SIRS will assess each child's immunization record based on the minimum requirements of the Michigan Public Health Code (Public Act 368 of 1978). The program is capable of printing out a list of all children in need of an immunization and which immunizations are needed. It will also print letters to the parents along with mailing labels indicating the need to update their child's immunization record.

There are several other reports and options which this program is capable of producing. For more information about this free immunization program, please contact the Immunization Section, Michigan Department of Public Health, 3500 N. Logan, P.O. Box 30035, Lansing, MI 48909 or call (517) 335-8159.

Another major advantage of a well-written parent handbook is the "check and balance system" it provides the program. Every staff member receives a copy of the handbook. They are required to read and follow it. So, in a way, it's used as a self-evaluation tool for quality control.

We also find ourselves relying on our handbook to dictate how a certain incident should be handled. For example, when we call parents to say their child has bitten for the second time that day, they know they will have to pick up their child if the third bite occurs. Since the policy is written in the handbook (and parents state that they have read and understand the handbook when they sign their contract for child care) there is no room for negotiation or being upset because they were unaware of the policy. Even though parents may not always like to agree with your policies, the fewer surprises they have, the more satisfied they will be with their child's care.

Satisfied (or unsatisfied) parents will tell their friends, people standing in line at the grocery store, and anyone else who will listen about their child's care. Favorable word of mouth is a provider's most importance marketing advantage, and having a professional looking, well thought out parent handbook contributes to your total image and more customers.



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with other providers who may have a fresh approach to similar problems. The Family Day Care Association, Day Care Directors' Support Group, or 4-C in your community are all places to start.

Finally, you might consult some of the references listed elsewhere in this newsletter for additional ideas. Regardless of the size of your business operation—a home with six children or a center with 100—remember it is good business to put your agreements in writing.

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DON'T THROW IT AWAY!

In researching the retention of records we discovered that each funding source and tax authority has different requirements ranging from 3-13 years.

Records that you should keep include:

- Child Information Cards
- Attendance Sheets
- Children's Health Records
- Employee Records
- Receipts

For more specific information, contact the following:

IRS for tax Pub. #334-Tax Guide for Small Business

Child Care Food Program - Centers
(517) 373-7391

Child Care Food Program - Homes
your own food sponsor

DSS Payments

Local DSS Day Care Payment Worker
Michigan Department of Education - Migrant Ed
(517) 373-6066

Michigan Department of Commerce, for incorporation

Michigan Employment Security Commission, for

employee information, workman's compensation

Michigan Department of Treasury

ACCOUNTS RECEIVABLE: GETTING YOUR DUE

Delinquent payments are a perennial problem for child care providers—even worse in difficult economic times. This is a method that one center has developed over the years to minimize its losses.

Written Contract

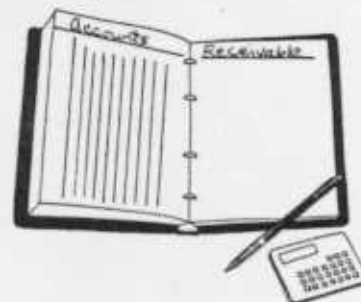
1. Include days and times of enrollment and daily (or weekly) fees and methods of payment—each Monday or whatever.
2. Include a policy regarding absences, holidays, and vacations. Some programs charge for all days contracted with the parent regardless of absences due to illness or other reasons. Others have a policy that gives parents a set number of sick and vacation days per year at no charge. All other scheduled days are charged whether the child attends or not.
3. Have it signed by BOTH parents.

Withdrawal Policy

1. Put it in writing and give it to each parent.
2. Include it in the written contract which parents sign.

Methods of Collecting Delinquent Payments

1. Send a "balance due" memo, requesting a response by a given date.
2. If there is no response, make a personal phone call. Be polite, inquiring, and helpful. Emphasize your shared concern for the child's continued education. Obtain a verbal agreement of terms of payment.
3. Send a letter confirming the phone call and require a minimum payment due by a specific date, after which the child will be withdrawn.
4. If terms are not met, withdraw the child as of that date. Use a certified confirmation letter.
5. File with Small Claims Court (for a nominal filing fee) and complete the process for payment or garnishment of wages.



OF COOKIE JARS AND BUDGET PLANS

*Carole Grates
Licensing Supervisor, Genesee County*

The prospect of developing a budget is sometimes overwhelming for child care providers. The thought of organizing the many costs and the often inconsistent income seems as impossible as reaching the cookie jar on the top shelf is to a toddler. But, the cookie jar can be reached and the budget can be planned.

Center providers are used to planning the program for children. Take those skills and apply them to your "financial plan" and the process seems less threatening. The first step is to list all the services you provide; all the programs you offer; and the objectives you want to reach. The best way to do this is to use last year's expenditures. **It is best to estimate your income by using the average number of children in attendance for a given period of time.** This requires that you keep accurate records of attendance for reference. Be sure to carefully note fluctuations in attendance during holiday and summer seasons. Now you can break the budget down into yearly, monthly, and daily plans.

Salaries and benefits for personnel are the largest budget items. Remember to include sick and holiday pay if you offer them. Substitute pay needs to be included. In-service training costs and staff costs for parent meetings are also included here. Figure salaries on a yearly basis and don't forget to include raises.

The other major budget items will be the building costs—rent, payments, maintenance, and utilities; food, if you serve it; equipment and supplies. When budgeting for the supplies, it is best to budget a small amount beyond replacement to allow for the growth and enhancement of your program.

For the most efficient implementation of your financial plan consider:

- designating only one person to be responsible for the purchasing of supplies;
- designating only one person to be responsible for disbursing the money;
- looking at over-spending as a signal to conserve and underspending as a signal that you are not meeting all your objectives;

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- sharing the budget with staff to encourage support of your policies;
- keeping accurate records for next year's plan.

The cookies in that cookie jar will sure taste good!

COST OF START-UP CENTERS

Staff

Salaries, including custodial and food services;

Fringe benefits:

FICA and medicare
Workman's Compensation
Unemployment Compensation
Holiday and/or vacation pay and sick pay
Substitute pay
Employees health insurance

Professional Development

In-service training (and substitute pay)
Conferences and travel
Publications
Professional memberships

Equipment

Replacement
Maintenance
Enhancement

Supplies and Materials

Art
Paper products

Food

Groceries
Paper products and other consumables

Space

Rent and/or mortgage
Maintenance, supplies, repairs
Utilities
Insurance

Office

Telephone
Consumable Office Supplies
Office Machines Purchase/Rental and/or
Maintenance Agreement
Advertising & Promotion
Postage

Licensing

Application fees
Inspection fees such as:
Health dept.
Boiler
Fire Safety
Electrical

COST OF START-UP CENTERS

If you are thinking of changing the type of child care facility you now have, here are some start-up costs you should consider.

Please Note: These are ranges of costs and will vary according to location.

<i>Categories</i>	<i>Family Homes</i>	<i>Group Homes</i>	<i>Centers</i>
Building Remodeling			
architectural fees	\$500 and up, if needed	\$500 and up, if needed	\$2000 - \$100,000 or more
American Disability Act	N / A	N / A	\$125 / hr
Permits			
local building, electric	\$25-\$200	\$25-\$200	\$25-\$200
zoning	N / A	\$0-\$200	\$25-\$200
Inspections-initial & possible reinspection fees			
furnace inspection	\$40-\$100	\$40-\$100	N / A
wood burner inspection, if applicable	\$40-\$100	\$40-\$100	N / A
fire safety inspection	N / A	N / A	\$125-\$175
boiler inspection	N / A - unless heat source	N / A - unless heat source	\$75-\$200
environmental health	N / A	N / A	\$75-\$200
licensing	\$25	\$40	\$50-\$80
Equipment			
play	\$500 and up for 6 children	\$1000 and up for 12 children	\$7000-\$10,000 per classroom 20 preschool or 12 infants / toddlers
fire extinguishers	\$30-\$500 each	\$30-\$50 each	\$30-\$50 each
smoke detector	\$20 each	\$10 each	N / A
fir alarm system	\$10	\$10	\$10-\$3000
Consumable	\$125	\$250	\$500
Advertising and Marketing			
Yellow Pages	N / A	\$180 / Yr	\$780 / yr
Newspaper	\$15 / ad	\$15 / ad	\$300-\$100 / yr
Flyer - Homes	\$50	\$50	N / A
Brochure, design & printing	N / A	N / A	\$250
Promotional items, such as business cards, stationery, book bags, t-shirts	\$5 / child	\$5 / child	\$5 / child
Commercial telephone	N / A	N / A	\$50-\$200 / mo.
Insurance	\$100-\$500 / yr	\$250-\$1000 / yr	\$12000-\$3000 / yr
Qualified Program Director	N / A	N / A	\$5,000 / 2 mo. ahead of opening
TOTAL	\$1,455.00 min	\$2,450.00 min	\$17,670.00 min

RESOURCES: Business Book and Professional Journals

Before & After School Programs: A Start-Up & Administration Manual - Mary McDonald Richard

Calendar-Keeper - Redleaf Press, St. Paul, Minnesota.

Developing & Administering a Child Care Center - Dorothy J. Sciarra & Anne Dorsey

Family Child Care Contracts and Policies -, Tom Copeland, Redleaf Press, St. Paul, Minnesota

Financial & Accounting Guide for Non-Profit Organizations - Malvern Gross & William Wasshauer, John Wiley & Sons, Inc. New York

Managing the Day Care Dollars - Gwen Morgan, Wheelcook College, 200 The Riverway, Boston, MA 02215

Manual for Day Care Providers - Annette Lubchenco, Redleaf Press, St. Paul, Minnesota

Nursery School & Day Care Center Management Guide - Clare Cherry, Barbara Harkness & Kay Kuzma, Fearon Teacher aids, Belmont CA, 94002

Open Your Door To Children: How To Start A Family Day Care Program - K. Modigliani, M. Reiff, S. Jones, NAEYC Publication

Parent/Provider Policies - Redleaf Press, St. Paul, Minnesota

Sharing In The Caring - Redleaf Press, St. Paul, Minnesota

The Basic Guide To Family Child Care Record Keeping - 45th Ed. - Tom Copeland, Redleaf, Press, St. Paul, Minnesota

The Family Day Care Providers Management Guide - Clare Cherry and Barbara Harkness, Redleaf Press, St. Paul, Minnesota

The New Forms Kits for Early Childhood Programs: Director-Approved & Ready-to-Use Forms for Every Need-Early Childhood Directors Association, Redleaf Press, 450 N. Syndicate, Suite 5, St. Paul, MN, 55104-4125

Childhood Education - Association for Childhood Education International, 1141 Georgia Avenue, Suite 200, Wheaton, MD. 20902 - 1-800-423-3563

Child Care Information Exchange - Exchange Press 17916 NE 103rd Ct., Redmond, WA 98052-3243

Day Care & Early Education - Human Sciences Press, Inc., 233 Spring Street, New York, NY 10013

High Scope Resource - High Scope Press - 600 N. River St., Ypsilanti, MI 48198-2898

Instructor's ECE Teacher - P.O. Box 6099, Duluth, MN 55806

Parents - 685 Third Avenue, New York, NY 10164-1027

Pre-K Today, P.O. Box 54814, Boulder, CO. 80322-4814 1-800-544-2917

School-Age Notes - P.O. Box 40205, Nashville, TN. 37204

Texas Child Care Quarterly - Corporate Child Development Fund for Texas, 4029 Capital of Texas Hwy, S., Suite 102, Austin, Texas 78704-7902

Working Mother - Customer Relations Manager, Box 53861, Boulder, CO. 80322

Young Children - NAEYC Membership required - 1834 Connecticut Ave., N.W. Washington, D.C. 20009 1-800-424-2460

**CHILD CARE
AWARE™**

A PARTNERSHIP FOR QUALITY CHILD CARE

CHILD CARE AWARE: BUILDING THE DEMAND FOR QUALITY

The Dayton Hudson Foundation, Mervyn's and Target stores in cooperation with the National Association of Child Care Resource and Referral Agencies, Child Care Action Campaign, the National Association for the Education of Young Children and the National Association for Family Day Care have developed a new community services campaign called **Child Care Aware**. The goal of the campaign is to help parents understand and select quality care.

The two year campaign was launched on July 12, 1992 and will stress the importance and components of quality care. Mervyn's and Target stores are distributing information on quality child care in the stores. Local/regional 4C agencies are distributing posters and brochures in communities to increase the awareness of quality child care. Public Service Announcements with messages about the importance of quality care have been distributed to radio and TV stations in Michigan. Child care providers can support the campaign by displaying posters, talking about the campaign with parents and by thanking local media for coverage of **Child Care Aware**.

For more information about **Child Care Aware**, call Michigan 4C Association at 1-800-950-4171.

CHILD DAY CARE SERVICES INCOME ELIGIBILITY SCALE

Family groups whose gross income falls within the Income Scale below are eligible to receive Departmental payment for the full or partial cost of child care up to 95% of the Department's maximum rates. The rate paid depends on the type of facility, the geographic area in the state, and the tuition rate charged. Have parents contact the local day care payment Worker at DSS for specifics.

FAMILY GROUP SIZE	GROSS BIWEEKLY INCOME								
2	0-690	691-707	708-724	725-741	742-758	759-775	776-792	793-811	No DSS assistance if gross biweekly income is above \$811
3	0-852	853-874	875-896	897-918	919-940	941-962	963-984	985-1002	No DSS assistance if gross biweekly income is above \$1,002
4	0-1014	1015-1040	1041-1066	1067-1092	1093-1118	1119-1144	1145-1170	1171-1193	No DSS assistance if gross biweekly income is above \$1,193
5	0-1177	1178-1207	1208-1237	1238-1267	1268-1297	1298-1327	1328-1357	1358-1384	No DSS assistance if gross biweekly income is above \$1,384
6	0-1339	1340-1373	1374-1407	1408-1441	1442-1475	1476-1509	1510-1543	1544-1575	No DSS assistance if gross biweekly income is above \$1,575
7	0-1501	1502-1539	1540-1577	1578-1615	1616-1653	1654-1691	1692-1729	1730-1766	No DSS assistance if gross biweekly income is above \$1,766
8	0-1663	1664-1705	1706-1747	1748-1789	1790-1831	1832-1873	1874-1915	1916-1957	No DSS assistance if gross biweekly income is above \$1,957
9	0-1825	1826-1871	1872-1917	1918-1963	1964-2009	2010-2055	2056-2101	2102-2147	No DSS assistance if gross biweekly income is above \$2,147
10+	0-1988	1989-2038	2039-2088	2089-2138	2139-2188	2189-2238	2239-2288	2289-2339	No DSS assistance if gross biweekly income is above \$2,339
% of DSS RATE PAID	95%	90%	80%	70%	60%	50%	40%	30%	0%

PROVIDER'S CORNER

Sandra Settergren
Child Care Consultant
Washtenaw County



A few years ago a very successful group day care home provider told me she would never enroll a child whose parents had not visited at least one other child care facility

before selecting hers. She had found that this policy eliminated those families who chose her because she was the closest or most convenient place rather than the facility which best met the needs of this family. The parents who visited only her home and chose her because of convenience later would find another place which was closer or more convenient. **She wanted to select the families who enrolled for care in her home and she wanted them to select her.** This proved to be a very effective method to reduce turnover in enrollments and have families who were well satisfied with the child care facility they had chosen.

PROVIDER'S CORNER

At times, licensing consultants receive letters from providers about situations that have arisen in their homes or centers. Here is one such letter.

October 12, 1992

Dear Licensing Consultant:

I would like you to know that as a mother and a Day Care Provider, I am so happy that we have our furnace inspected once a year.

With the renewal of my license upon me, it was time for an inspection. We had one company out twice within a week and were told that our furnace was leaking. We went for a second opinion and they too found cracks in our 12 year old furnace.

If this had occurred in the middle of winter, and our house was all closed up, we could all have been in trouble. We know what kind of fumes were leaking.

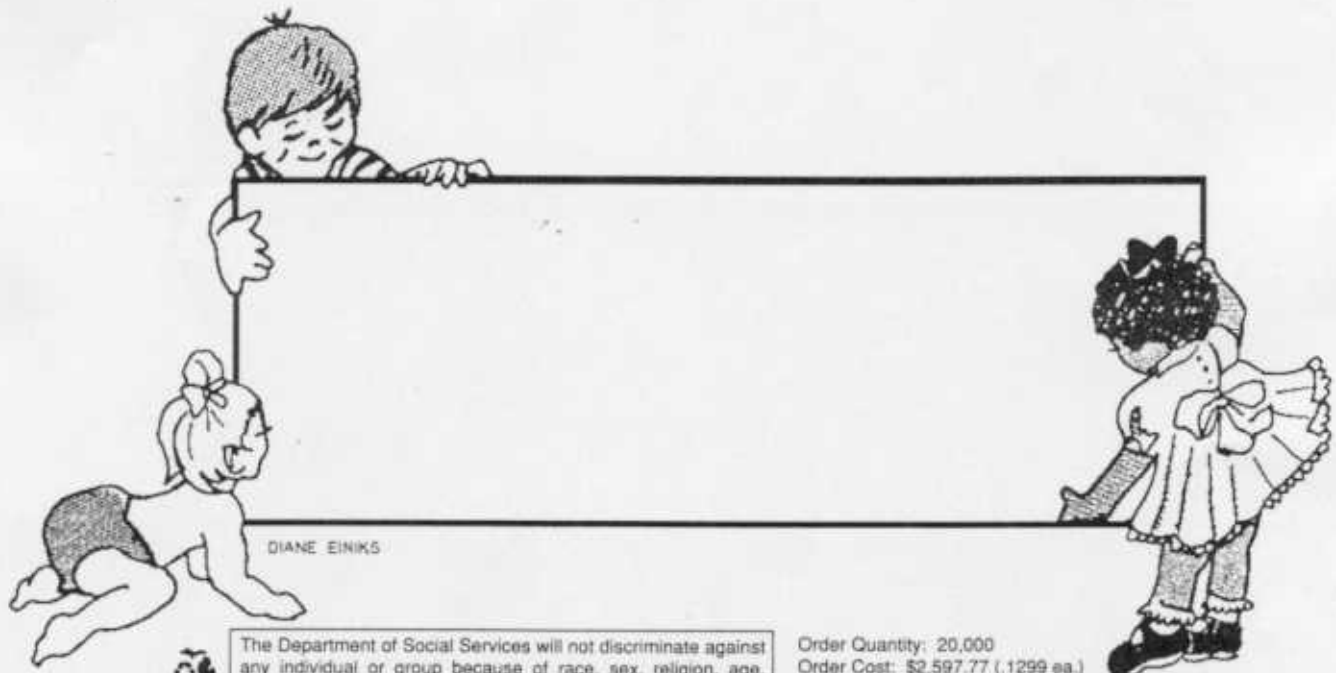
The laws to have a furnace inspected should be every year instead of every three. I'm glad that our household does it once a year because it truly gives us peace of mind. This year alone, I am so thankful that we found a problem and were able to install a new furnace before someone was hurt or killed from the fumes.

Sincerely,

Mary C. Lang,
Family Day Care Provider
Kent County

DEPARTMENT OF SOCIAL SERVICES
BUREAU OF REGULATORY SERVICES
235 S GRAND AVE
PO BOX 30037
LANSING MI 48909

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DSS Publication 37 (Rev. 1-93)



The Department of Social Services will not discriminate against any individual or group because of race, sex, religion, age, national origin, color, marital status, disability or political beliefs.

Order Quantity: 20,000
Order Cost: \$2,597.77 (.1299 ea.)
Approval: MDSS Director